

Attorney Docket No.: SCEI 18.302 (100809-16225)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor : Ken KUTARAGI
Serial No. : 09/780,995
Filed : February 9, 2001
Title : **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS
ADVERTISING SERVER, AND PROGRAM-
TRANSFERRING MEDIUM FOR REALIZING IN-
CONTENTS ADVERTISING**
Examiner : Raquel ALVAREZ
Art Unit : 3688
Confirmation No. : 5881

March 9, 2010

Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

S I R:

In response to the Office Action of October 9, 2009, please note Customer No. 26304, please charge any fees, including any necessary extension fees, to Deposit Account 50-1290, please amend the application as follows: